



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: October 12, 2010

TO: Mayor and Councilmembers

FROM: City Administrator's Office

SUBJECT: 2010 Annual Charitable Giving Campaign

RECOMMENDATION:

That Council receive a report from the Chairperson on the City's 2010 Annual Charitable Giving Campaign.

DISCUSSION:

The City of Santa Barbara is beginning its 2010 Annual Charitable Giving Campaign. As part of the campaign, the Santa Barbara United Way Agency sponsored its 19th Annual Day of Caring, which was held this year on Saturday, September 25, 2010. In total, over 1700 people volunteered for the event. Individuals from local businesses, community parishes and non-profit organizations, as well as families, volunteered as "teams." In many cases, the current economic environment affected the level of volunteers from various organizations; however, the overall number of volunteers exceeded last year's number in large part due to a higher number of families participating.

City employees have historically supported this event in both spirit and with their "helping hands," and continued the tradition this year with 27 employees volunteering to work in teams at various volunteer locations. This year's total was below last year's numbers, but those who did volunteer were very enthusiastic and did a great job. This year the locations included: Art from Scrap, Domestic Violence Solutions, Santa Barbara County Front Country Trails and Santa Barbara Botanical Gardens. Employees assisted with painting, brush removal, remodeling projects, carpentry, cleaning, planting seedlings, and general yard work.

A great deal of work was also done by volunteers at two City parks: La Mesa and Alice Keck. Sixty volunteers from Cottage Hospital helped plant 150 new plants, spread 20 yards of mulch, weed and clean the main pathways, and clean the playground at La Mesa Park. Forty volunteers primarily from Santa Barbara Community Church helped rake and clean the pathways, sweep the sidewalks and weed the tree wells around Alice Keck Park. In this economic environment when financial resources available to non-profit

organizations are much scarcer, the efforts of these volunteers were more important and appreciated than ever.

The 2010 Charitable Giving Campaign will be held from Monday, October 11 through Thursday, November 11, 2010, and will involve presentations in all City departments. The goal of the City's Charitable Giving campaign will be to ensure that each City employee is afforded the opportunity to contribute to one of more charitable organizations of their choosing.

PREPARED BY: Robert Samario, Finance Director

SUBMITTED BY: Marcelo A. Lopez, Assistant City Administrator

APPROVED BY: City Administrator's Office